

CLAIMS

1. An in-contents advertising method, wherein advertisement information provided beforehand is included in contents, based on information contained within
5 contents indicating that advertisements may be inserted within said contents.
2. An in-contents advertising server wherein advertisement information is inserted in contents, based on specifications of the advertiser, and information contained within contents indicating that advertisements may be inserted.
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3. A program transferring medium for realizing in-contents advertisements by obtaining advertisement information appropriated beforehand to contents, at the time of activation of said contents, and inserting said advertisement information in said contents, based on information contained within contents indicating that
15 advertisements may be inserted.
4. A digital contents distribution system for realizing in-contents advertisements, said distribution system comprising:
 - a digital contents distribution system comprising a first server storing a
20 plurality of digital contents to be provided;
 - an advertisement information providing system comprising a database storing advertisement information which is to be set in advertisement areas in said digital contents; and
 - a plurality of user terminal devices;
 - 25 wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system receives advertisement information corresponding to said specific digital contents from said database of said

advertisement information providing system, and subsequently distributes said specific digital contents to said user.

5. A digital contents distribution system for realizing in-contents advertisements,
5 said distribution system comprising:

a digital contents distribution system comprising a first server storing a plurality of digital contents to be provided;

an advertisement information providing system comprising a database
storing advertisement information which is to be set in advertisement areas in said

10 digital contents; and

a plurality of user terminal devices;

wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system distributes said specific digital contents to said user; and

15 wherein said advertisement information providing system transmits
advertisement information corresponding to said specific digital contents from said
database, to said user.

6. A digital contents distribution system according to Claims 4 or 5, wherein said
20 distribution system configures a network of:

said digital contents distribution system comprising said first server;

said advertisement information providing system comprising said database;

and

said plurality of user terminal devices;

25 using one, or two or more, of the following means: cable television, broad-
band wireless network, and optical fiber network.

7. A digital contents distribution system according to Claims 4 or 5, said advertisement information providing system further comprising means for recording the transmission state of said advertisement information, with advertising fees being calculated based on said recording results.

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8. A digital contents distribution system according to Claims 4 or 5, said distribution system further comprising:

a contents providing system for creating contents and providing said contents to said digital contents providing system; and

10 an advertisement creating system for creating advertisement information and providing said advertisement information to said advertisement information providing system.

9. A digital contents distribution system according to Claim 8, said distribution
15 system further comprising a banking system;

wherein said advertisement information providing system comprises means for recording the transmission state of said advertisement information, with advertising fees being calculated based on said recording results, and the advertiser being billed for said advertising fees from said bank.

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10. A digital contents distribution system according to Claim 8, wherein said advertisement information providing system provides said advertisement creating system with advertisement structure information containing at least portions and times regarding which advertisement insertion can be made;

25 and wherein said advertisement creating system provides said advertisement information providing system with advertisement information created based on said advertisement structure information and specified information from the advertiser.

11. A digital contents distribution system according to Claims 4 or 5, wherein said digital contents data contains advertisement programs, with said advertisement information being set into said digital contents by said advertisement programs.

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12. A digital contents providing system comprising a plurality of servers storing digital contents, wherein said digital contents providing system configures an advertisement information providing system having a database storing advertisement information to be set into advertising areas within said digital contents, and a

10 network; and

wherein, in response to download requests for specific digital contents from said users, said digital contents distribution system receives advertisement information corresponding to said specific digital contents from said database, and distributes said advertisement information along with said requested digital contents.

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